[0201] Next, description will be made of an order receipt process in the sales transaction support system 1.

[0202] When the purchase order button 82f or the try-on reservation button 82g is clicked on the simulation result display screen 82, the information is transmitted to the sales transaction support apparatus 10 via the network 20, and the sales transaction support apparatus 10 executes the order receipt process at the step S10 in FIG. 8.

[0203] FIG. 23 is a flowchart showing details of the order receipt process executed at the step S10 of the FIG. 8 flowchart.

[0204] Step S50:

[0205] It is determined whether or not the sales transaction support apparatus 10 has received a purchase order. The purchase order is made by clicking the purchase order button 82f and sending the information to the sales transaction support apparatus 10 via the network 20. The sales transaction support apparatus 10 determines from the contents of the transmitted information whether or not the purchase order has been received.

[0206] If the purchase order has been received, the program proceeds to a step S51, whereas if not, the program proceeds to a step S54.

[0207] Step S51:

[0208] A purchase order input process is executed. In the process, first, the transaction process means 17 reads order cart information concerning the present transaction from the order cart information DB 18a stored in the transaction information storage means 18 and forms an order entry screen by using the information read from the order cart information DB 18a. The order entry screen is a screen allowing the user to enter information necessary for placing a purchase order, and the order entry screen thus prepared is transmitted to the terminal device 30 and displayed on the display device or the like of the terminal device 30. After having transmitted the order entry screen, the sales transaction support apparatus 10 waits for purchase input to be performed via the order entry screen by the user.

[0209] FIG. 24 illustrates an example of the order entry screen 90 displayed on the display device or the like of the terminal device 30.

[0210] As shown in the figure, the order entry screen 90 includes, for instance, a commodity selection field 90a which displays commodities in the order cart information and allows the user to select a commodity or commodities for order, deletion buttons 90b, 90c to be clicked for deleting order cart information items concerning respective commodities displayed in the commodity selection field 90a, a payment method designation field 90d which allows the user to designate a method of payment for a commodity, a purchase input button 90e to be clicked for determining the entries, and a cancel button 90f to be clicked for canceling the entries.

[0211] The user selects a commodity or commodities for which he/she wishes to place an order, from commodities displayed in the commodity selection field 90a, and executes entry for effecting the selection. Then, the user enters a method of payment in the payment method designation field 90d to designate the same, and clicks the purchase input button 90e. Thus, information of the purchase order for the commodity or commodities selected by the entry process in the commodity selection field 90a is transmitted to the sales transaction support apparatus 10 via the network 20.

[0212] Step S52:

[0213] A purchase order confirmation input process is executed. In the process, first, the transaction process means 17 edits the information of the purchase order received from the terminal device 30 to form an order detail confirmation screen for allowing the user to check and confirm the ordered item(s) entered by the user. The order detail confirmation screen thus formed is transmitted to the terminal device 30 via the network 20 and displayed on the display device or the like of the terminal device 30. Then, the sales transaction support apparatus 10 waits for purchase finalization input to be performed via the order detail confirmation screen.

[0214] FIG. 25 illustrates an example of the order detail confirmation screen 100 displayed on the display device or the like of the terminal device 30.

[0215] As shown in the figure, the order detail confirmation screen 100 includes, for instance, a order detail display field 100a displaying commodities selected for purchase order and related information, a payment method display field 100b displaying a method of payment, a purchase finalizing button 100c to be clicked by a user when he/she finalizes a purchase process, i.e. finally places an order, and a cancel button 100d to be clicked by the user when he/she cancels the present process.

[0216] The user browses through the order detail confirmation screen 100, and clicks the purchase finalizing button 100c when he/she determines that the ordered items are right, to thereby finalize the purchase process. This causes information of finalization of the purchase order is transmitted to the sales transaction support apparatus 10 via the network 20.

[0217] Step S53:

[0218] A purchase order execution process is executed. In the process, first, purchase order information is generated based on the information of the purchase order received from the terminal device 30, and stored in the purchase order record DB 18b. Then, a purchase order receipt result screen for notifying the user of receipt of the purchase order is generated and transmitted to the terminal device 30 via the network 20. The purchase order receipt result screen received by the terminal device 30 is displayed on the display device or the like of the terminal device 30 and browsed through by the user.

[0219] FIG. 26 illustrates an example of the purchase order receipt result screen 110 displayed on the display device or the like of the terminal device 30.

[0220] As shown in the figure, the purchase order receipt result screen 110 includes, for instance, a purchase order detail display field 110a in which purchase order details, such as a customer's name, a customer's number, a transaction receipt code, a purchased commodity, a fashion style, a purchase price, quantity, and a date of delivery, are displayed, and a try-on image display field 110b in which a try-on simulation image of the commodity is displayed.